

UNITED STATES DEPARTMENT OF JUSTICE

WASHINGTON, D. C.

EXHIBIT NO. 1066

FILED

APR 11 1958

Registration Section
DEPARTMENT OF JUSTICE

SUPPLEMENTAL REGISTRATION STATEMENT

Pursuant to Section 2 of the Foreign Agents
Registration Act of 1938, as AmendedFor Six Months Period Ending March 16, 1958
(Insert date)

1. (a) Name of Registrant. DOYLE, DANE, BERNBACH, Inc.

(b) All other names used by Registrant during the period. None

(c) Address of principal office. 20 West 43rd Street, New York 36, N.Y.

(d) Name of person or persons in charge of principal office. William Bernbach, President
Ned Doyle, Executive Vice-President
Maxwell Dane, Secretary-Treasurer

3. If Registrant is a nonbusiness membership organization, state—

(a) Approximate number of members in the United States

(b) Approximate number of members outside the United States

4. (a) All persons who became partners, officers, directors, and similar officials of Registrant during the period.

Name and address
of official

Date connection began

Position, office, or nature
of duties

None

(b) All persons who ceased to be partners, officers, directors, or similar officials of Registrant during the period.

Name and address
of official

Date connection ended

Reason for ending
connection

None

5. (a) All branches and local units of Registrant and all other component or affiliated groups or organizations which began to operate during the period.

*Name and address of branch, unit,
group, or organization*

*Nature of connection with
Registrant*

*Name and address of person
in charge*

None

- (b) All branches and local units of Registrant and all other component or affiliated groups or organizations which ceased to operate during the period.

Name of branch, unit, group, or organization

Reason operations ceased

None

6. All persons who at any time during the period were foreign principals of Registrant.

*Name and principal
address*

*Is person still a foreign principal
of Registrant?*

*If not, give date connection
ended*

El Al Israel Airlines, Ltd.
545 Fifth Avenue, New York, N.Y. (36) Yes

Israel Government Tourist Office
574 Fifth Avenue, New York, N.Y. (36) Yes

7. Describe fully all activities of Registrant during the period for or in the interests of each foreign principal named under item 6.

Acted as a fully recognized advertising agency in the preparation and placement of advertising in newspapers, magazines, and all other recognized advertising media.- Planning advertising campaigns, writing and designing advertising for newspapers and magazines, selection and placement of advertising in various media, checking and verifying space and insertions, writing, designing and executing sales promotion folders, booklets, displays, etc.

8. Describe briefly all other businesses, occupations, and public activities in which Registrant engaged during the period.

None

9. Furnish the following information as to all employees and other individuals except those named under item 4, who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6:

(a) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have previously been filed.

<i>Name and address of employee or other individual</i>	<i>Nature of any changes during period in activities for Registrant or its foreign principals</i>	<i>Has connection with Registrant ended?</i>
Bernard Endelman 20 West 43rd Street, N.Y., N.Y.	No Changes	No

- (b) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have not been previously filed.

<i>Name and address of employee or other individual</i>	<i>Nature of services or assistance rendered</i>	<i>Has connection with Registrant ended?</i>
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None

10. Furnish the following information as to Registrant's receipts and expenditures during the period covered by this statement. The information may, if Registrant desires, be furnished for Registrant's latest semiannual fiscal period, provided the period covered is indicated and future statements are furnished on the same basis:

(a) All amounts received during the period directly or indirectly from each foreign principal named under item 6, itemized as follows:

<i>Date funds received</i>	<i>Name of foreign principal from whom funds received¹</i>	<i>Purposes for which received²</i>	<i>Amount received³</i>
Sept. 16, 1957 thru March 16, 1958	El Al Israel Airlines, Ltd.	Payment for Advertising	137,309.48
	Israel Gov't Tourist Office	in various media	38,606.61

(Net amount received by Registrant, approx. \$26,316.00)

(b) All amounts received during the period from other sources to be used directly or indirectly for or in the interests of any foreign principal named under item 6, itemized as follows:⁴

<i>Date funds received</i>	<i>Name of person from whom received¹</i>	<i>Purposes for which received²</i>	<i>Amount received³</i>
	None		

(c) All expenditures made during the period directly or indirectly for or in the interests of each foreign principal named under item 6, itemized as follows:⁵

<i>Date payment was made</i>	<i>Name of person to whom payment was made¹</i>	<i>Purposes for which payment was made²</i>	<i>Amount of payment³</i>
Sept. 16, 1957 thru March 16, 1958	Advertising Publications	For Magazine & Newspaper Advertising per Attached Schedules.	Approx. 149,600.00

¹ Include all amounts so received, whether received as compensation, loans, contributions, subscriptions, fees, dues, subsidies, or otherwise.

² Receipts from or payments to a person amounting to less than \$200 for the period may be combined with other like amounts, provided the source or disposition of the funds, as the case may be, is clearly indicated.

³ Where funds were received or paid, as the case may be, for various purposes, such purposes shall be listed in reasonable detail.

⁴ Show separately the amount received or paid, as the case may be, for each purpose listed under the preceding column.

⁵ Include all transfers of funds to any foreign principal.

11. (a) Speeches, lectures, talks, and radio broadcasts arranged or sponsored by Registrant or delivered by officials or employees of Registrant, during the period.

Name of person by
whom delivered

Number of speeches, lectures,
and talks delivered

Number of radio broadcasts
delivered

None

- (b) Publications prepared or distributed by Registrant, or by others for Registrant, or in the preparation or distribution of which Registrant rendered any services or assistance, during the period. (Indicate each type of publication by an "X.")

- | | | |
|-----------------------------------|---|-------------------------------------|
| (1) Press releases | (8) Circulars | (15) Lantern slides |
| (2) News bulletins | (9) Form letters | (16) Still pictures |
| (3) Newspapers X | (10) Reprints X | (17) Posters |
| (4) Articles | (11) Copies of speeches, lec-
tures, talks, or radio
broadcasts | (18) Photographs X |
| (5) Books | (12) Radio programs | (19) Charts |
| (6) Magazines X | (13) Radio scripts | (20) Maps |
| (7) Pamphlets | (14) Moving pictures | (21) Other publications |

- (c) Preparation and distribution of publications referred to in answer to (b) above.

Description of
publication

By whom written, edited,
or prepared

By whom printed, produced,
or published

By whom
distributed

See
Attached
Schedules

Agency
Personnel

Advertising
Publications

Advertising
Publications

- (d) Compliance with the filing, labeling, and reporting provisions of Section 4 of the Foreign Agents Registration Act of 1938, as amended, and Rules 400-403 thereunder.

- (1) Were copies or summaries of all communications and publications referred to in answer to (a) and (b) above filed with the Department of Justice and the Librarian of Congress? If not, explain why copies or summaries of any such communications and publications were not filed.

Not considered political propaganda

- (2) Were all such communications and publications labeled in accordance with Section 4 and Rules 400-403? If not, explain why any such communications and publications were not so labeled.

Not considered political propaganda

- (3) Were reports of the delivery, distribution, or other dissemination of all such communications and publications made to the Department of Justice in accordance with Section 4 and Rules 400-403? If not, explain why any such reports were omitted.

Not considered political propaganda

12. (a) Any changes during the period, not fully described above, in Registrant's affiliations, associations, or other connections with foreign governments, foreign political parties, or officials or agencies thereof.

*Name of government, party, or official,
or agency thereof*

*Nature of changes during period in Registrant's
connections therewith*

None

- (b) Any changes during the period in Registrant's pecuniary interest in or control over partnerships, corporations, associations, or other organizations or combinations of individuals.

*Name of organization or
combination*

*Nature of changes during period in
Registrant's ownership or other
pecuniary interest*

*Nature of changes during period in any
direction or control exercised
by Registrant*

None

13. (a) Any changes during the period in the ownership of or supervision, direction or control over Registrant by any organization, group, or individual.

*Name of organization, group,
or individual*

*Nature of changes during period in ownership,
supervision, direction, or control*

None

- (b) Any subsidy or other financial assistance received by Registrant during the period directly or indirectly from— None

Any individual who is a citizen of, or resides in, a foreign country.

Any organization created in, or under the laws of, any foreign country or having its principal place of business in a foreign country.

Any foreign government or foreign political party, or any official or agency thereof.

*Name of person from whom subsidy or
financial assistance received*

*Nature and amount of subsidy or
financial assistance*

None

14. File the following exhibits with this statement:

Short Form Registration Statement - File a Short Form Registration Statement, on the printed form provided therefor, for each of the following persons for whom a Short Form Registration Statement (formerly Exhibit A) has not previously been filed:

- (a) All partners, officers, directors, and similar officials of Registrant.
- (b) All employees or other individuals who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6.

Exhibit B.—File a copy of any changes during the period in the agreement, arrangement, or authorization (or if not in writing a written description thereof) pursuant to which Registrant is acting for, or receiving funds from, each foreign principal named under item 6.

Exhibit C.—File an Exhibit C, on the printed form provided therefor, for each foreign principal named under item 6 for whom an Exhibit C has not previously been filed.

Exhibit D.—If Registrant is a nonbusiness organization, file a copy of any changes during the period in its charter, constitution, bylaws, or other instruments of organization.

Exhibit E.—File a copy of the agreement or arrangement (or if not in writing, a written description thereof) between the Registrant and each business firm or other organization named under item 11 (c), and copies of all changes during the period in similar contracts previously filed.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in Exhibit A insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

William Bernbach
(Signature) William Bernbach

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths, by a majority of those partners, officers, directors, or persons performing similar functions who are in the United States. If no such person is in the United States, the statement shall be signed and sworn to by the duly authorized representative of the Registrant.)

Ned Doyle
(Signature) Ned Doyle

Maxwell Dane
(Signature) Maxwell Dane

(Signature)

Subscribed and sworn to before me at New York

this Fourth day of April, 1958

Hilda Mae Horro
(Signature of notary or other officer)

My commission expires MARCH 30, 1959

NOTARY PUBLIC
State of New York
No. 0-000000
Commission Expires March 30, 1959

DOYLE • DANE • BERNBACH • INC.

20 WEST 43RD STREET NEW YORK 36, N. Y.

FILED

APR 11 1958

CLIENT: ISLAND GOVERNMENT TOURIST OFFICE

PRODUCT:

EST. NO: 1 - REV. #3

DATE: JANUARY 9, 1958

Registration Section

ESTIMATE - ESTIMATION NO. 1066 ✓

DEPARTMENT OF JUSTICE
PUBLICATION, EDITION
& CIRCULATION

	SPACE	TL.	COST PER DIS.	COST	SCHEDULE
NEW YORK TIMES MAGAZINE SECTION 1,277,140 (Sun) (5,000 li. rate)	Pg. 4 Clrs.	4	\$3,500.00	\$14,000.00	Nov. 24, 1957 Dec. 11 Jan. 12, 1958
		4	3,750.00	15,000.00	Jan. 19 Feb. 2 Feb. 9 Feb. 16 Feb. 23

Closing: Monday Noon
48 days before
publication

\$29,000.00

MONTHLY COST BREAKDOWN

<u>MONTH</u>	<u>COST</u>
1957-November	\$3,500.00
December	3,500.00
1958-January	7,000.00
February	<u>15,000.00</u>
	\$29,000.00

NOTE: Above publication does not allow cash discount.REASON FOR REVISION: To cancel March 2 ad.

Approved by _____

Date _____

DOYLE • DANE • BERNBACH • INC.

20 WEST 43RD STREET • NEW YORK 36, N. Y.

FILED

APR 11 1958

CLIENT

ISRAELI GOVERNMENT TOURIST
OFFICE

PRODUCT:

EST. NO: 2 - Rev. #1

DATE: Sept. 25, 1957

Registration Section ESTIMATE

ESTIMATE NO 1066 ✓

PUBLICATION, EDITION
& CIRCULATION

SPACE

TL.

COST
PER INS.

COST

SCHEDULE

ASTA TRAVEL NEWS (Mo.)
5,501

Page B&W

3

\$ 240.00

\$ 720.00

December 1957
January 1958
February 1958

(1 tl. rate)

Closing: 5th of prec. Mo.

TRAVEL AGENT (Semi-Mo.)
3,161

Page B&W

3

180.00

540.00

December 10, 1957
January 25, 1958
February 25, 1958

(1 tl. rate)

Closing: 15 days prec.
issue date.TRAVEL ITEMS (Semi-Mo.)
6,429

3/5 Pg. B&W

3

216.00

648.00

November 15, 1957
January 15, 1958
March 15, 1958

(1 tl. rate)

Closing: 12 days prec.
publ. dateTRAVEL TRADE (Mo.)
4,402

Page B&W

3

220.00

660.00

November, 1957
January, 1958
March, 1958

(1 tl. rate)

Closing: 27th of
prec. Mo.

Total Gross Cost

\$2,568.00

Cash Discount

43.66

Total Net Cost

\$2,524.34

MONTHLY COST BREAKDOWN

MONTH

GROSS

C.D.

NET

November

\$436.00

\$7.41

\$428.59

December

420.00

7.14

412.86

January

856.00

14.55

841.45

February

420.00

7.14

412.86

March

436.00

7.42

428.58

\$2,568.00

\$43.66

\$2,524.34

NOTE: Above publications allow 2% Cash
Cash Discount.

Approved by _____

REASON FOR REVISION:

A.S.T.A. Travel News & Travel Agent
November 1957 Insertions switched to December 1957

DOYLE • DANE • BERNBACH • INC.

20 WEST 43RD STREET • NEW YORK 36, N. Y.

FILED

APR 11 1958

CLIENT: EL AL ISRAEL AIRLINES, LTD.

PRODUCT:

EST. NO: 1

DATE: JULY 24, 1957

ESTIMATE

REGISTRATION NO. 1066

PUBLICATION, REGISTRATION & CIRCULATION DEPARTMENT OF JUSTICE

PUBLICATION, REGISTRATION & CIRCULATION	SPACE	COST	SCHEDULE	C.D.
ASTA Convention Issue & Travel Bluebook	Pg. B&W	\$ 90.00	Oct. 7, 1957	2
Closing:- Sept. 1, 1957				
ASTA Travel News (6 x rate)	Pg. B&W	220.00	Oct. 1957 (Convention Issue)	2
Closing:- Aug. 2, 1957				
Travel Trade (1 x rate) 4,042	Pg. B&W	220.00	Sept., 1957	2
Closing:- 27th of prec. Mo.				

Total Gross Cost \$530.00

Cash Discount 9.01

Total Net Cost 520.99

Approved by _____

Date _____

DOYLE • DANE • BERNBACH • INC.

20 WEST 43RD STREET • NEW YORK 36 N.Y.

FILED

APR 11 1958

CLIENT:

EL AL JEROME AND SONS, LTD.

PRODUCT:

TRADE PUBLICATIONS

EST. NO:

2 - REV. #1

DATE:

NOVEMBER 20, 1957

1066

PUBLICATION, REGION & CIRCULATION		Department of Justice	Section	Estimate No.	OF COST	TOTAL	1958	C.
		SPACE			TL. PER INB.	COST	SCHEDULE	D.
A.S.T.A. TRAVEL NEWS (No.) 5,501 (6 ti. rate)	Spread 2 Clrs. Bleed (Blk. & Blue)	1	\$708.00 (\$220. + \$75. Clr. per pg. + 20% Bld.)	\$ 708.00	January	2		
Closing: - 5th of month prior to publ. date.	Page B&W	2	220.00	440.00	February March			
				\$1,148.00				
INTERVIEW REPORTER (No.) 4,968 (6 ti. rate)	Spread 2 Clrs. Bleed (Blk. & Blue)	1	510.00 (\$180. + \$75. Clr. per pg. No Bld. Chg.)	\$ 510.00	January	2		
Closing: - 15 days prec. publ. date.	Page B&W	2	180.00	360.00	February March			
				\$ 870.00				
TRAVEL AGENTS (Semi-Mo.) 3,268 (6 ti. rate)	Spread 2 Clrs. Bleed (Blk. & Blue)	1	450.00 (\$165. + \$60. per pg. Clr. No Bld. Chg.)	\$ 450.00	Jan. 25	2		
Closing: - 15 days prec. date of issue	Page B&W	2	165.00	330.00	Feb. 25 Mar. 25			
				\$ 780.00				
TRAVEL GUIDE 4,069 (6 ti. rate)	Spread 2 Clrs. Bleed (Blk. & Blue)	1	630.00 (\$200. + \$75. Clr. per pg. + 20% Bld. Chg. B&W Space only)	\$ 630.00	January	2		
Closing: - 10 days prec. publ. date	Page B&W	2	200.00	400.00	February March			
				\$1,030.00				
TOTAL GROSS COST					\$3,828.00			
CASH DISCOUNT					65.08			
TOTAL NET COST					\$3,762.92			

- Continued -

Approved by _____

Date _____

DOYLE • DANE • BERNBACH • INC.

20 WEST 43RD STREET • NEW YORK 36, N. Y.

FILED

CLIENT

ELMER W. RILEY, JR. & COMPANY, INC.

PRODUCT:

TRADE PUBLICATIONS

EST. NO:

2 - REV. #1

DATE:

NOVEMBER 20, 1957

APR 11 1958

ESTIMATE

REGISTRATION NO.

1066

Registration Section
DEPARTMENT OF JUSTICE

MONTHLY COST BREAKDOWN

	<u>GROSS COST</u>	<u>C.D.</u>	<u>NET COST</u>
January	\$2,298.00	\$39.06	\$2,258.94
February	765.00	13.01	751.99
March	765.00	13.01	751.99
	\$3,828.00	\$65.08	\$3,762.92

Reason for Revision: To revise schedule.

Approved by _____

Date _____

DOYLE • DANE • BERNBACH • INC.

20 WEST 43RD STREET • NEW YORK 36, N. Y.

FILED

Pg. 1 APR 11 1958

CLIENT:

EL AL ISRAEL AIR LINES, LTD.

PRODUCT:

D.I.Y. ROP NEWSPAPERS

EST. NO:

3 - Rev. 4

DATE:

February 4, 1958

Registration Section
DEPARTMENT OF JUSTICE

ESTIMATE

REGISTRATION NO. 1066 ✓

CITY & STATE	NEWSPAPER, EDITION & CIRCULATION	SPACE	NO. OF TI.	LINE RATE	COST PER INS.	TOTAL COST	1958 SCHED.	C.D.
<u>CALIFORNIA</u> Los Angeles	TIMES (M) 462,257 (Flat Rate)	Pg. B&W (2408 li.) 1200 li. 1197 li.	1 2 1	\$1.05 1.05 1.05	\$2,528.40 1,260.00 1,256.85	\$ 2,528.40 2,520.00 1,256.85 \$ 6,305.25	C	2
<u>ILLINOIS</u> Chicago	TRIBUNE (M) 943,741 (10,000 li.rate)	Pg. B&W (2480 li.) 1200 li. 1197 li.	1 2 1	1.764* 1.806** 1.806**	4,374.72 2,167.20 2,161.78	4,374.72 4,334.40 2,161.78 \$10,870.90	C	2
<u>NEW YORK</u> New York	TIMES (M) 622,843 (25,000 li.rate)	Pg. B&W (2400 li.) Pg. B&W 1200 li. 1800 li. 2000 li.	3 1 1 1 1	1.82 2.02*** 1.82 1.82 1.82	4,368.00 4,848.00 2,184.00 3,276.00 3,640.00	13,104.00 4,848.00 2,184.00 3,276.00 3,640.00 \$27,052.00	A	0
	HERALD TRIBUNE (M) 367,248 (5,000 li.rate)	Pg. B&W (2400 li.) 1200 li. 1197 li.	1 2 1	1.37 1.37 1.37	3,288.00 1,644.00 1,639.89	3,288.00 3,288.00 1,639.89 \$ 8,215.89	B	0
<u>OHIO</u> Cleveland	PLAIN DEALER (M) 302,226 (Flat Rate)	Pg. B&W (2400 li.) 1200 li. 1197 li.	1 2 1	.75 .75 .75	1,800.00 900.00 897.75	1,800.00 1,800.00 897.75 \$ 4,497.75	C	2

- * \$2.10 less 16% disc.
 ** \$2.10 less 14% disc.
 *** \$1.82 + \$.20 prem. back pg. on Dec. 16th ad.

Approved by _____

Date _____

DOYLE • DANIEL • BERNBACH • INC.

20 WEST 43RD STREET • NEW YORK 36, N. Y.

CLIENT:

EL AL SHARH AIR LINES, LTD.

PRODUCT:

DLY. REP. NEWSPAPERS

EST. NO:

3-Rev. 4

DATE:

February 4, 1958

Pg. 2

E S T I M A T E

CITY & STATE	NEWSPAPER, EDITION & CIRCULATION	SPACE	NO. OF LI.	LINE RATE	COST PER INS.	TOTAL COST	1958 SCHED.	C. D.
<u>PENNSYLVANIA</u>								
Philadelphia	INQUIRER (M)	Pg. B&W	1	\$1.26	\$3,124.80	\$3,124.80	C	0
	609,350	(2480 li.)						
	(10,000 li. rate)	1200 li.	2	1.26	1,512.00	3,024.00		
		1197 li.	1	1.26	1,508.22	1,508.22		
						\$7,657.02		

CANADAQuebecMontreal

Montreal	GAZETTE (M)	Pg. B&W	1	.32	768.00	768.00	C	2
	102,539	(2400 li.)						
	(Flat rate)	1200 li.	2	.32	384.00	768.00		
		1197	1	.32	383.04	383.04		
						\$1,919.04		

TOTAL GROSS COST 66,517.85

CASH DISCOUNT 401.08

TOTAL NET COST \$66,116.77

MONTHLY COST BREAKDOWN

	<u>GROSS COST</u>	<u>CASH DISCOUNT</u>	<u>NET COST</u>
December	\$37,335.12	\$241.11	\$37,094.01
January	29,182.73	159.97	29,022.76
	\$66,517.85	\$401.08	\$66,116.77

REASON FOR REVISION: To show all changes in January.

Approved by _____

Date _____

DOYLE • DANE • BERNBACH • INC.

20 WEST 43RD STREET • NEW YORK 36, N. Y.

CLIENT:

FL. A. DRAKE, ADVERTISING, LTD.

PRODUCT:

DLY REP. ADVERTISING

EST. NO:

3-Rev. 1

DATE:

February 4, 1958

Pg. 3

ESTIMATE

SCHEDULE

A

B

C

Cleveland Plain Dealer
Los Angeles Times
Chicago Tribune
Philadelphia Inquirer
Montreal Gazette

~~N.Y. Times~~ ~~N.Y. Herald Tribune~~

1957

December 6
9
16
23
30

Page
-
Page
Page
-

Page
-
-
1200
-

-
Page
-
1200
-

1958

January 6 or 7
15
20 or 21
22
28

Page
1800
-
1200
2000

1200
-
1200
-

1200
-
1200
-

Approved by _____

Date _____

DOYLE • DANE • BERNBACH • INC.

20 WEST 43RD STREET • NEW YORK 36, N. Y.

FILED

APR 11 1958

CLIENT: EL AL ISRAEL AIR LINES, LTD.

PRODUCT: DLY. ROP NEWSPAPERS

EST. NO: 3A (REV. #2)

DATE: MARCH 13, 1958

ESTIMATE

REGISTERED NO. 1066

CITY & STATE	Registration DEPARTMENT OF JUSTICE NEWSPAPER, EDITION & CIRCULATION	SPACE	NO. OF LI.	LINE RATE	COST PER INS.	TOTAL COST	SCHEDULE	C.D.
<u>CALIFORNIA</u> Los Angeles	TIMES (M) 462,257 (Flat rate)	600	3	\$1.05	\$ 630.00	\$1,890.00	C	2
<u>ILLINOIS</u> Chicago	TRIBUNE (M) 943,741 (25,000 li. rate)	600	3	1.806*	1,083.60	3,250.80	C	2
<u>NEW YORK</u> New York	TIMES (M) 622,843 (25,000 li. rate)	2100 2000 1400 1296	1 1 1 1	1.82	3,822.00 3,640.00 2,548.00 2,358.72	\$ 3,822.00 3,640.00 2,548.00 2,358.72 <u>\$12,368.72</u>	A	0
	HERALD TRIBUNE (M) 367,248 (5,000 li. rate)	600	2	1.37	822.00	1,644.00	B	0
<u>OHIO</u> Cleveland	PLAIN DEALER (M) 302,266 (Flat rate)	600	3	.75	450.00	1,350.00	C	2
<u>PENNSYLVANIA</u> Philadelphia	INQUIRER (M) 609,350 (10,000 li. rate)	600	3	1.26	756.00	2,268.00	C	0
<u>CANADA</u> Quebec Montreal	GAZETTE (M) 102,539 (Flat rate)	600	3	.32	192.00	<u>576.00</u>	C	2

TOTAL GROSS COST \$23,347.52

CASH DISCOUNT 120.14

TOTAL NET COST \$23,227.38

* \$2.10 less 14% disc.

Approved by _____

Date _____

rr

DOYLE • DANE • BERNBACH • INC.

20 WEST 43RD STREET • NEW YORK 36, N. Y.

CLIENT: EL AL ISRAEL AIR LINES, LTD.

PRODUCT: DLY. ROP NEWSPAPERS

EST. NO: 3A (REV. #2)

DATE: MARCH 13, 1958

E S T I M A T E

PAGE 2

MONTHLY COST BREAKDOWN

	<u>GROSS COST</u>	<u>CASH DISCOUNT</u>	<u>NET COST</u>
February	\$11,237.20	\$ 80.09	\$11,157.11
March	<u>9,110.32</u>	<u>40.05</u>	<u>9,070.27</u>
	\$23,347.52	\$120.14	\$23,227.38

Approved by _____

Date _____

DOYLE • DANE • BERNBACH • INC.

20 WEST 43RD STREET • NEW YORK 36, N. Y.

CLIENT: EL AL AEL AIR LINES, LTD.

PRODUCT: DLY. POP NEWSPAPERS

EST. NO: 3A (REV. #2)

DATE: MARCH 13, 1958

E S T I M A T E

PAGE 3

SCHEDULEABC

Cleveland Plain Dealer
 Los Angeles Times
 Chicago Tribune
 Philadelphia Inquirer
 Montreal Gazette

N.Y. Times N.Y. Herald Tribune

1958

February	3 or 4 or 5	1400	600	600
	10 or 11	-	-	-
	17 or 18 or 19	2100	-	600
	24 or 25	-	600	-
March	3 or 4	-	-	600
	5	2000	-	-
	18 or 19	1296	-	-
	24 or 25	-	-	-
	31	-	-	-

Approved by _____

Date _____

BOYLE • DANE • BERNBACH • INC.

20 WEST 43RD STREET • NEW YORK 36, N. Y.

CLIENT:

EL AL ISRAEL AIR LINES, LTD.

PRODUCT:

SUNDAY TRAVEL SECTION NEWSPAPER

EST. NO:

4 (REV. #2)

DATE:

FEBRUARY 20, 1958

FILED

APR 11 1958

Registration Section
DEPARTMENT OF JUSTICE
NEWSPAPER, EDITION
& CIRCULATION

ESTIMATE

CITY & STATE	NEWSPAPER, EDITION & CIRCULATION	SPACE	NO. OF LI.	LINE RATE	COST PER INS.	TOTAL COST	SCHEDULE	C.D.
<u>CALIFORNIA</u> Los Angeles	TIMES (S) 858,745 (Flat rate)	400 11.	5	\$1.75	\$ 700.00	\$3,500.00	B	2
<u>ILLINOIS</u> Chicago	TRIBUNE (S) 1,319,614 (10,000 11. rate)	400 11.	5	2.451 (\$2.85 less 14%)	980.40	4,902.00	B	2
<u>NEW YORK</u> New York	HERALD TRIBUNE (S) 576,488 (10 cons.Sundays)	400 11. 7 11.	4 5	1.35 1.35	540.00 9.45	2,160.00 47.25	A-1	0
	TIMES (S) 1,277,140 (10 cons.Sundays)	400 11. 7 11.	5 5	1.85 1.85	740.00 12.95	3,700.00 64.75	A	0
<u>OHIO</u> Cleveland	PLAIN DEALER (S) 508,162 (open rate)	400 11.	2	1.02	408.00	816.00	C	2
<u>PENNSYLVANIA</u> Philadelphia	INQUIRER (S) 1,160,783 (Sun Travel Section rate)	400 11.	5	1.40	560.00	2,800.00	B	0
<u>CANADA</u> Quebec Montreal	GAZETTE (SAT.) 102,539 (flat rate)	400 11.	5	.32	128.00	640.00	B	2

TOTAL GROSS COST \$18,630.00

CASH DISCOUNT 167.58

TOTAL NET COST \$18,462.42

Approved by _____

Date _____

DOYLE • DANE • BERNBACH • INC.

20 WEST 43RD STREET • NEW YORK 36, N. Y.

CLIENT: EL AL ISRAEL AIR LINES, LTD.

PRODUCT: SUNDAY TRAVEL SECTION NEWSPAPER

EST. NO: 4 (REV. #2)

DATE: FEBRUARY 20, 1958

E S T I M A T E

PAGE 2

MONTHLY COST BREAKDOWN

<u>MONTH</u> <u>1958</u>	<u>GROSS COST</u>	<u>CASH DISCOUNT</u>	<u>NET COST</u>
February	\$ 6,024.40	\$ 39.85	\$ 5,984.55
March	12,538.40	127.73	12,410.67
April	<u>67.20</u>	<u>-</u>	<u>67.20</u>
	\$18,630.00	\$ 167.58	\$ 18,462.42

SCHEDULE

<u>A</u>	<u>A-1</u>	<u>B</u>	<u>B-1</u>	<u>C</u>
N.Y. Times	N.Y. Herald Tribune*	Philadelphia Inquirer Montreal Gazette (Sat.)	Los Angeles Times Chicago Tribune	Cleveland Plain Dealer
Feb. 16 - 400 li. 23 - 400 li.	Feb. 16 - 400 li. 23 - 400 li.	Feb. 16 - 400 li. 23 - 400 li.	Feb. 16 - 23 - 400 li.	Feb. 16 - 400 li.
Mar. 2 - 400 li. 9 - 400 li. 16 - 400 li. 23 - 7 li. 30 - 7 li.	Mar. 9 - 400 li. 16 - 400 li. 23 - 7 li. 30 - 7 li.	Mar. 2 - 400 li. 9 - 400 li. 16 - 400 li.	Mar. 2 - 400 li. 9 - 400 li. 16 - 400 li. 23 - 400 li.	Mar. 9 - 400 li.
Apr. 5 - 7 li. 12 - 7 li. 19 - 7 li.	Apr. 5 - 7 li. 12 - 7 li. 19 - 7 li.			

* Page 2 color ad scheduled for March 2 in World Travel Guide.

Reason For Revision: L.A. Times & Chicago Tribune - Material did not reach papers in time for Feb. 16. Will run Mar. 23.

Philadelphia Inquirer -

To show decrease in rate. Publication has special travel section rate.

Approved by _____

Date _____

DOYLE • DANE • BERNBACH • INC.

20 WEST 43RD STREET • NEW YORK 36, N. Y.

FILED

APR 11 1958

CLIENT: EL AL ISRAEL AIR LINES, LTD.

PRODUCT: MAGAZINES

EST. NO: 5 (REV. #6)

DATE: February 12, 1958

SUBSIDIA 1066

Registration Section
DEPARTMENT OF JUSTICE

ESTIMATE

PUBLICATION, EDITION & CIRCULATION	SPACE	TOTAL COST	1958 SCHEDULE	C.D.
HOLIDAY (Mo.) 920,117	Page 2 Ctrs. Bld. (Black & Blue)	\$ 8,297.25*	February	2
(1 ti. rate)	Page B&W Bld.	\$ 6,693.00*	March	
Closing: Feb. issue-Nov. 25 Mar. issue-Jan. 1		\$14,990.25		
NEW YORKER (Wkly) 420,242	Page 2 Ctrs. Bld. (Black & Blue)	\$ 4,427.50*	January 25	2
(1 ti. rate)	Page B&W Bld.	\$ 3,450.00*	February 15	
Closing: 2 Ctrs. - 3 wks. prec. date of issue B & W - 5 PM Wed. 10 day prec. date of publ.	Page 2 Ctrs. Bld. (Black & Blue)	<u>4,427.50*</u> \$12,305.00	March 15	
N. Y. TIMES MAGAZINE (Wkly) 1,277,140	Page 2 Ctrs. (Black & Blue)	\$ 3,270.00	January 19	0
(25,000 li. rate)	Page 4 Ctrs.	\$ 3,650.00	February 9	
Closings: 2 Ctrs.-Dec. 16 1 Ctr.-Dec. 23 2 Ctrs.-Feb. 10	Page 2 Ctrs. (Black & Blue)	\$ 3,500.00 <u>\$10,420.00</u>	March 16	
SATURDAY REVIEW OF LITERATURE 169,511 (Wkly)	Page 2 Ctrs. Bld. (Black & Blue)	\$ 1,840.00*	January 11	2
(1 ti. rate)	Page B&W Bld.	<u>\$ 1,495.00*</u> \$ 3,335.00	February 15	
Closing: 2 Ctrs. & B&W 17 days prec. issue date.				

* Includes 15% Bloed Charge.

Approved by _____

Date _____

DOYLE • DANE • BERNBACH • INC.

20 WEST 43RD STREET • NEW YORK 36, N. Y.

FILED
APR 1 1958

Registration Section
DEPARTMENT OF JUSTICE

CLIENT: EL AL ISRAEL AIR LINES, LTD.
PRODUCT: MAGAZINES
EST. NO: 5 (REV. #6)
DATE: February 12, 1958

ESTIMATE

ESTIMATE NO. 1066

PUBLICATION, EDITION & CIRCULATION	SPACE	TOTAL COST	1958 SCHEDULE	C.D.
HERALD TRIBUNE (S) (WORLD TRAVEL GUIDE) 576,488	Page 2 Clr.	\$ 1,745.00	March 2	0

(5,000 li. rate)

Closing: January 20, 1958

TOTAL GROSS COST	\$42,795.25
CASH DISCOUNT	<u>520.71</u>
TOTAL NET COST	\$42,274.54

MONTHLY COST BREAKDOWN

	GROSS COST	CASH DISCOUNT	NET COST
January	\$ 9,537.50	\$ 106.55	\$ 9,430.95
February	16,892.25	225.12	16,667.13
March	16,365.50	189.04	16,176.46
	<u>\$42,795.25</u>	<u>\$ 520.71</u>	<u>\$42,274.54</u>

Reason For Revision: New Yorker .. To switch Pg B&W to Pg 2 Clr Bleed for March 15.

New York Times Magazine .. To switch Pg B&W to Pg 2 Clrs for March 16.

Approved by _____

Date _____

DOYLE • DANE • BERNBACH • INC.

20 WEST 43RD STREET • NEW YORK 36, N. Y.

CLIENT

EL AL ISRAEL AIR LINES, LTD.

PRODUCT:

TRADE PUBLICATION

EST. NO:

7

DATE:

March 18, 1958

FILED

APR 11 1958

Registration Section
DEPARTMENT OF JUSTICE

ESTIMATE

RECEIVED BY 1066

PUBLICATION, EDITION
& CIRCULATION

SPACE

COST

1958
SCHEDULE

C. D.

A.S.T.A. Travel News (Mo.)

Page B&W

\$220.00

May

2

5,825

(6 time rate)

Closing: 5th of month
prior to publ.
date.

Interline Reporter (Mo.)

Page B&W

180.00

April

2

4,968

(6 time rate)

Closing: 15 days prec.
publ. date.

Travel Agent (Semi-Mo.)

Page B&W

165.00

April 25

2

3,268

(6 time rate)

Closing: 15 days prec.
date of issue.

Travel Trade

Page B&W

200.00

April

2

4,069

(6 consecutive time rate)

Closing: 10 days prec.
publ. date.

Total Gross Cost

\$765.00

Cash Discount

13.01

Total Net Cost

\$751.99

Approved by _____

Date _____

DOYLE • DANE • BERNBACH • INC.

20 WEST 43RD STREET • NEW YORK 36, N. Y.

CLIENT

EL AL ISRAEL AIR LINES, LTD.

PRODUCT:

TRADE PUBLICATION

EST. NO:

7

DATE:

March 18, 1958

E S T I M A T E

Page -2-

MONTHLY COST BREAKDOWN

	<u>GROSS COST</u>	<u>CASH DISCOUNT</u>	<u>NET COST</u>
April	\$ 545.00	\$ 9.27	\$ 535.73
May	<u>220.00</u>	<u>3.74</u>	<u>216.26</u>
	\$ 765.00	\$ 13.01	\$ 751.99

Approved by _____

Date _____

DOYLE • DANE • BERNBACH • INC.

20 WEST 43RD STREET, NEW YORK 36, N. Y.

CLIENT: EL. AL. ISRAEL AIR LINES, LTD.

PRODUCT: MAGAZINES

EST. NO: 8

DATE: March 25, 1958

FILED

APR 11 1958

ESTIMATE

PUBLICATION, EDITION, REGISTRATION, SECTION
& CIRCULATION DEPARTMENT OF JUSTICE

SPACE

COST

SCHEDULE

C. D.

NEW YORKER (Wkly)
420,242
(1 time rate)

Page B&W

\$3,000.00

April 26

2

Closing: B&W 5 PM Wed.
10 days prec.
date of publ.SATURDAY REVIEW
OF LITERATURE 9(Weekly)
169,511
(1 time rate)

Page B&W

1,300.00

April 19

2

Closing: B&W-17 days
prec. issue
date.

Total Gross Cost

\$4,300.00

Cash Discount

73.10

Total Net Cost

\$4,226.90

Approved by _____

Date _____

DOYLE • DANE BERNBACH • INC.

20 WEST 43RD STREET • NEW YORK 36, N. Y.

CLIENT:

ISRAELI GOVERNMENT TRAVELIST
OFFICE

PRODUCT:

EST. NO:

2 - Rev. #1

DATE:

Sept. 25, 1957

APR 11 1958

Registration Section
DEPARTMENT OF JUSTICE

ESTIMATE

ESTIMATE NO. 1066

PUBLICATION, EDITION
& CIRCULATION

SPACE

TL.

COST
PER INS.

COST

SCHEDULE

ASTA TRAVEL NEWS (Mo.)
5,501

Page B&W

3

\$ 240.00

\$ 720.00

December 1957
January 1958
February 1958

(1 ti. rate)

Closing: 5th of prec. Mo.

TRAVEL AGENT (Semi-Mo.)
3,161

Page B&W

3

180.00

540.00

December 10, 1957
January 25, 1958
February 25, 1958

(1 ti. rate)

Closing: 15 days prec.
issue date.TRAVEL ITEMS (Semi-Mo.)
6,429

3/5 Pg. B&W

3

216.00

648.00

November 15, 1957
January 15, 1958
March 15, 1958

(1 ti. rate)

Closing: 12 days prec.
publ. dateTRAVEL TRADE (Mo.)
4,402

Page B&W

3

220.00

660.00

November, 1957
January, 1958
March, 1958

(1 ti. rate)

Closing: 27th of
prec. Mo.

Total Gross Cost

\$2,568.00

Cash Discount

43.66

Total Net Cost

\$2,524.34

MONTHLY COST BREAKDOWN

MONTH

GROSS

C.D.

NET

November

\$136.00

\$7.41

\$128.59

December

420.00

7.14

412.86

January

856.00

11.55

844.45

February

420.00

7.14

412.86

March

436.00

7.42

428.58

\$2,568.00

\$43.66

\$2,524.34

NOTE: Above publications allow 2% Cash
Cash Discount.

Approved by _____

ME-6

REASON FOR REVISION:

A.S.T.A. Travel News & Travel Agent
November, 1957 Insertions switched to December, 1957